



You Never Miss a Wrench Sale With This Board on the Job!

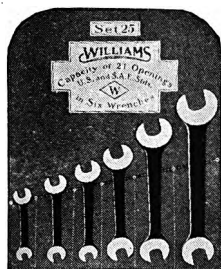
NO matter how busy you and your force may be, you never miss a possible wrench profit while Williams' Style L Display Board is on the job. If a customer needs a wrench—whether or not he came to buy one—this board makes the sale. Its shape commands attention, suggesting wrenches. While its hooks offer for convenient inspection the right type wrench of tough carbon steel for every automotive need.

And such wrenches—all members of Williams' Superior Drop-forged line, with heads buffed bright and handles handsomely and durably finished in black enamel—baked on. They're sight sellers—and Board L keeps 'em very much in sight. Yes, the Board accompanies, free of charge, the wrenches it displays.

Your Jobber's Salesman will get you, or we will gladly send, literature describing Williams' Display Boards and Sets.

Ask Your Jobber's Salesman

WILLIAMS
SUPERIOR DROP-FORGED TOOLS



Williams' Drop-forged Wrenches in handy automotive kits provide superior service. Set 25, shown above, contains six wrenches with twelve different openings for all popular U. S. and S. A. E. Standard nuts and cap screws. Packed in a roll case of Olive Drab Twill, equipped with closing strap and buckle, it is an ideal outfit for the motorist or mechanic.



J. H. WILLIAMS & CO.

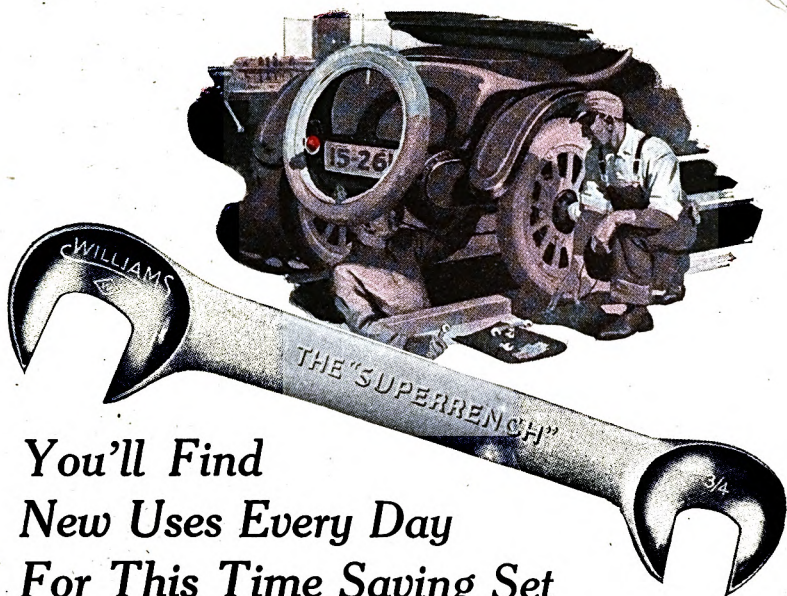
"The Wrench People"

New York

BUFFALO



Chicago



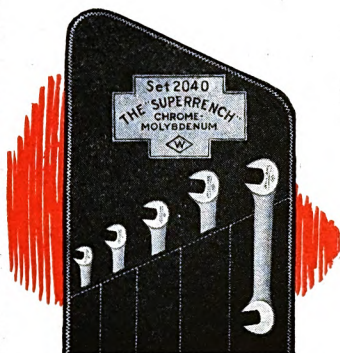
You'll Find New Uses Every Day For This Time Saving Set

THERE'S something personal about the new Obstruction Wrench Set. Designed to make work easy on the carburetor, manifold, rear end and steering gear, this time-saving kit also has a way of solving your individual service problems.

Its five Obstruction "Superrenches"—with their narrow, pointed jaws, and thin heads set at a 75° angle work around interfering parts that you once had to remove. You'll find new uses for them every day, economizing time and effort on awkward jobs.

Like all "Superrenches", the Obstruction Pattern is forged from Chrome-Molybdenum Steel—Every "Superrench" is guaranteed against breakage—and finished in hard, tarnish-proof Chrome Plate. In their roll case of Olive Drab Twill, these five wrenches, covering all popular S. A. E. and U. S. Standard nuts and cap screws, are an immense help around your own shop. And a mighty fine resale proposition as well.

WILLIAMS
THE DROP-FORGED TOOL



Ask Your Jobber's Salesman



J. H. WILLIAMS & CO.

"The Wrench People"

New York

BUFFALO



Chicago

"SUPERRENCHES"

*to meet every
automotive
need*



THE "SUPERRENCH"
(chrome-Molybdenum)
GUARANTEED  AGAINST BREAKAGE
Made by "The Wrench people"
J. H. WILLIAMS & CO.



WILLIAMS

SUPERIOR DROP-FORGED TOOLS

NO DEALER ever had a more comprehensive or powerful selling ally than our new M2 Display Board. It holds a compact stock of Engineers', Obstruction, and Tappet Type "Superrenches," covering every automotive need. And against its dark blue background, these handsome, Chrome-plated tools are shown with the maximum selling attractiveness.

It's an automatic salesman, urging every customer to buy. It offers "Superrenches" themselves for convenient inspection.

And the words at the top drive home the message that every "Superrench" is guaranteed against breakage.

Start Board M2 working for you today. It accompanies its stock of "Superrenches"—at no extra cost.

J. H. WILLIAMS & CO.

"The Wrench People"

New York

BUFFALO

Chicago



“*Never Mind
Taking Off the Manifold
—USE THIS*”

NOT much of a job to tighten a whistling exhaust manifold—if you can get at it. However, on many cars the intake blocks the exhaust manifold cap screws. And unless the intake is first removed, an ordinary wrench won't turn them.

But an Obstruction “Superrench” will. Its thin, narrow-jawed heads, set at a 75° angle, were designed for just such awkward, round-the-corner jobs. On the carburetor, steering gear, rear end and in dozens of other tight places, the Obstruction Wrench works around interfering parts which once had to be removed.

Like all “Superrenches,” the Obstruction pattern is guaranteed against breakage and is handsomely finished in rust-proof chrome-plate. A swift worker that no efficient serviceman should be without. And a swift seller that adds substantially to any dealer's wrench profits.

Ask Your Jobber's Salesman

J. H. WILLIAMS & CO.

“The Wrench People”

New York BUFFALO Chicago



Set No. 2040 is a tremendous time and labor saver. Five Obstruction “Superrenches” with ten openings from $\frac{3}{8}$ " to $\frac{7}{8}$ " (no duplicates) for all popular S.A.E. and U.S. Standard nuts and cap-screws. Packed in a handy roll case—Leatherette with snap fastener, or Olive Drab Twill, equipped with strap and buckle

WILLIAMS
A HEAVY DROP-FORGED TOOL





*A Handful of Helpfulness
On Fussy Electrical Jobs*

The New Midget "SUPERRENCH" ELECTRICAL SET

Electrical Set, No. 1120, contains 7 Midget "Superrenches" with openings 7/32, 1/4, 5/16, 11/32, 3/8, 7/16 and 1/2", beautifully finished in rust-resisting Chrome-plate. Furnished in handy leatherette roll case; size folded, 5" x 4" x 3/8".

SHOW all your customers this new Electrical Set. Most of 'em are prospects. And most prospects *buy* when they see this handful of electrical helpfulness.

Electricians, radio fans, mechanics and motorists—all who have fussy electrical jobs to do—need this convenient "Superrench" kit. Each of its seven wrenches has two openings of the same size—but at different angles. Where the 15°

head can't operate—the 75° head will. Between them, they reach any nut or bolt in a timer, magneto, generator, or radio. And they're handy, too, on other delicate work.

Remember—though these tiny tools are extremely thin and light—they're forged from Chrome-Molybdenum steel and, like every "Superrench", each is guaranteed against breakage.



WILLIAMS

Ask Your Jobber's Salesman



J. H. WILLIAMS & CO.

"The Wrench People"

New York

BUFFALO

Chicago



*Your Customers Picked This
"Superrench" Assortment*

*Keep It Where They
Will See — and Buy!*

Board MK, shown above, carries 6 each of the best selling sizes of two "Superrench" patterns—(Engineers' and Obstruction). The openings in both patterns are the same and cover all popular sizes from $\frac{3}{8}$ to $\frac{3}{4}$ ". The Board accompanies, free of charge, the wrenches it displays.

EVERY "SUPERRENCH" on William's MK Board was selected by the wrench buying public—your customers. The sizes displayed are the swiftest of swift sellers—all picked for proved popularity.

Equipped with this "Superrench" group, you can fill the most frequent demands for Engineers' (15° angle) and Obstruction (75° angle) "Superrenches." And against the dark blue MK Board, this compact "Superrench" stock is shown to the maximum selling advantage.

Hang this display where customers can see the beauty of the slim jawed, Chrome-plated "Superrenches"—where they can read the message that *every "Superrench" is guaranteed against breakage.* It pays to keep the best sellers where they can sell their best.



WILLIAMS
A. H. & CO. COOP-FORGED TOOL



Ask Your Jobber's Salesman About the Williams MK Board

J. H. WILLIAMS & CO.

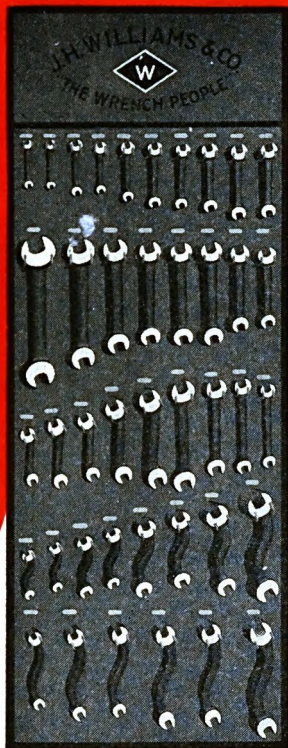
"The Wrench People"

New York

BUFFALO

Chicago

Why Let Overhead Eat Up Your Wrench Profits?



Silent Salesman "L" carries a complete automotive assortment including Hydraulic Brake Wrenches and Wrenches required by Set No. 25 (at right)—6 each of 42 sizes, 7 patterns, openings from $\frac{5}{16}$ to $1\frac{1}{4}$ ". Silent Salesman "L" is mounted as an easel and is self-supporting. It may be hung if desired. It accompanies, free of charge, the wrenches it displays.

Dealers' Price, \$85.21

Set 25 (right) is the most popular automotive assortment on the market. It contains 6 Engineers' Wrenches, with 12 different openings, $\frac{3}{8}$ to 1", for popular S.A.E. and U.S. Std. nuts and cap screws.

Stock the Complete Single Line

WILLIAMS' Superior Drop-forged Wrenches are as easy for dealers to sell as they are handy for mechanics and motorists to use. We've put as much care into making the dealer's stock compact as in building fine wrenches for automotive work.

The result—a LINE of rugged, helpful wrenches, all fully and handsomely FINISHED, yet selling at the SEMI-finished price! Forged from tough carbon steel and case-hardened, Williams' Superior Wrenches have handles smoothly coated with black enamel—baked on; heads polished bright. No duplication to increase overhead. ONE line of styles and sizes and ONE sales-building low price.

Ask Your Jobber's Salesman



J. H. Williams & Co.

"The Wrench People"

New York BUFFALO Chicago



Dealers' Price, with
Canvas Roll, \$2.38